

Western Canadian SENIORS HOUSING FORUM

November 17 - 18, 2010 | Four Seasons Hotel | Vancouver



The Western Canadian Seniors Housing Forum will provide you with an in-depth understanding of some of the latest issues in seniors housing in Canada. This innovative two day program features key industry players who will share their unique expertise and views on the seniors housing market and operational environment.

- Impact of the recession on the seniors' housing industry in Canada compared to the U.S.
- What has been the effect of credit crunch on lenders and borrowers?
- Operational management: building blocks to succeed in challenging times
- Will the harmonization of the sales taxes impact market value?
- Sales and marketing: best practices in today's economic environment
- Top 10 key indicators in the Risky Business of caring for seniors

PROGRAM CO-CHAIRS

Michelle Roth

Partner

Goodmans LLP

Bill Dillane

President

Responsive Health Management Inc.

GUEST SPEAKER

Consumer Segmentation
in Action: Building Communities
That Meet Buyers' Desires

Peter Baker

Vice President

Environics Analytics

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November 17, 2010

8:00 Registration

8:45 Welcoming Remarks from Insight Information

8:50 Co-Chairs' Opening Remarks

Michelle Roth, *Partner*
Goodmans LLP

Bill Dillane, *President*
Responsive Health Management Inc.

9:00
Seniors Housing Update: Lay of the Land 2010

Kate Mancer, *Principal*
Lumina Services

Fred Schleich, *President*
The Care Guide and Care Planning Partners

- Impact of the 08/09 recession on the seniors housing industry in Canada compared to the US: how deep and how long?
- The industry in Western Canada: what's happened in the last 12 months?
- Lowering the average age of entry to service-enriched housing (or, can we grow the market?): feasible or futile?

9:45 PANEL DISCUSSION
State of the Capital Markets

Moderator: **Mark Gallagher**, *Vice President*
Cushman & Wakefield Ltd.

Armen Farian, *Vice President and Director*
TD Securities

Rick Matheson, *Managing Director*
RBC Capital Markets

- Public and private market valuation
- Capital Stack
- Funding acquisitions and future development
- SIFT and impact on REIT versus Corp. structure
- IPO considerations
- Implications of being public

10:30 Networking Coffee Break

10:45
**Overview of BC and Alberta Regulatory System
- Recent Developments**

Susan Adams, *Assisted Living Registrar*
Office of the Assisted Living Registrar

Ed Helfrich, *CEO*
BC Care Providers Association

Penny A. Washington, *Partner*
Bull Housser & Tupper LLP

Bruce West, *Executive Director*
Alberta Continuing Care Association

- Review of applicable BC legislation
- Discussion of provincial template agreement (if available)
- Overview of Alberta's continuing care system
- Expected legislative, regulatory and funding changes
- Challenges and outlook for Alberta's continuing care providers
- Changes in designated assisted living regulation and funding in Alberta

- The unique language of BC: assisted living, extended care, independent living
- Other areas of opportunity for operators and investors in Western Canada

11:45 Networking Luncheon

1:00 PANEL DISCUSSION
Best Practices for Operations

Moderator: **Mark V. Lewis**, *Partner*
Borden Ladner Gervais LLP

Lisa M. Brush, *Chief Executive Officer and President*
Symphony Senior Living

Peter Gaskill, *President*
Pacific Arbour Retirement Communities

Donna Marasco, *Senior Vice President, Operations*
Chartwell Seniors Housing REIT

Mary McDougall, *President*
Trellis Seniors Services Ltd.

- What are the latest trends for services offered in seniors housing?
- Best practices recommendations to stay efficient and keep up with evolving operational demands
- Recruiting and retention of staff: where to find them and how to keep them

2:00
**Seniors Homes - Property Assessments and
Taxation in BC**

Sandy MacLean, *Senior Consultant*
Altus Group

- Overview of property assessments and taxation
- Excluding business value and non-assessables from property assessments
- Key steps to help minimize your property taxes

2:30 Networking Refreshment Break

2:45
**BC Seniors Living Association
- Seal of Approval Program**

Amir Hemani, *President*
BCSLA

- Industry Standards self assessment
- Why was this implemented?
- Guidelines of the Process?
- Next steps - Social Marketing

3:15
Emerging Legal Issues

Michelle Roth, *Partner*
Goodmans LLP

4:00 PANEL DISCUSSION
Financing Seniors Housing Properties

Moderator: **Shelley Munro**, *Partner*
Borden Ladner Gervais LLP

Colin Catherwood, *Vice President*
Brookfield Financial

Mike Chiu, *Director*
Capital West Mortgage Inc.

Brian Kimmel, *Director, Real Estate Finance*
First National Financial LP

- Is there any construction financing available for seniors housing?
- Current CMHC underwriting guidelines for seniors housing
- Availability of conventional financing for seniors housing

5:00 **Conference Adjourns for the Day**

November 18, 2010

8:45 **Co-Chairs' Opening Remarks**

9:00 **PANEL DISCUSSION**

Overview of Seniors Housing Transactions

2010-04-12

Moderator:

Michelle Roth, *Partner*
Goodmans LLP

David Bloomstone, *Commercial Brokerage, Realty Group*
TD Securities

Sylvain Charpentier, *Chief Investment Officer*
Maestro Group

David Cutler, *CEO*
Leisureworld Senior Care LP

Bill Dillane, *President*
Responsive Health Management Inc.

Rick Matheson, *Managing Director*
RBC Capital Markets

- An overview of relevant sales in the past 12 months
- Portfolio sales, cap rates, domestic and foreign interest in the seniors housing/multi residential markets
- Who is buying, who is selling at this time?
- Which markets will provide the best opportunities?

10:30 **Networking Coffee Break**

10:45

Investing in Seniors Housing

Colin Catherwood, *Vice President*
Brookfield Financial

Rick Matheson, *Managing Director*
RBC Capital Markets

Doug Shinobu, *Director*
Carlisle Capital Structures Corporation

- Why every institutional investor should have seniors housing exposure in their portfolios
- What factors differentiate seniors housing from other real estate investments?
- How have current market conditions influenced investment criteria?

11:30

Managing Quality and Risk in the Age of Transparency

Bill Dillane, *President*
Responsive Health Management Inc.

- The impact of increasing transparency on business practices
- How measurement of what you do is changing what you do
- Top 10 key indicators in the Risky Business of caring for seniors

12:00 **Networking Luncheon**

1:00

KEYNOTE LUNCHEON ADDRESS

Consumer Segmentation in Action: Building Communities That Meet Buyers' Desires

Peter Baker, *Vice President*
Environics Analytics

Stephen Hiscox, *Senior Director, Research, Valuation & Advisory*
Altus Group

1:30

CASE STUDY

New Trends and Marketing Your Properties

Darren Donnelly, *Partner*
Clark Wilson LLP

Mark Gallagher, *Vice President*
Cushman & Wakefield Ltd.

- Pre marketing due diligence
- Keys to a successful marketing/sale program
- Subtleties of marketing this unique product type
- Legal solutions to issues which include completing the sale during construction and partial lease-up

2:15 **Networking Refreshment Break**

2:30

HST and Seniors Housing

David Veneziano, *Associate*
Goodmans LLP

- Important HST issues in the construction and operation of seniors housing
- HST planning considerations
- Considerations for the charity/non-profit sector
- Impact of sales tax harmonization

3:00

Appraisals and Valuations - Current Factors Influencing Value

Carole Cowper, *Senior Director and General Manager*
Altus Group

3:30

Developing Seniors Housing: Greenfield, Brownfield Cost Comparator

Steve Elias, *Senior Director*
Altus Group

4:00 **Closing Remarks from Co-Chairs and Forum Concludes**

Conference Lanyard
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